Introduction

1. This case arises from Defendants' infringement of Plaintiffs' rights of copyright and trademark in their highly distinctive and well delineated graphic character known as "Slender Man" (also referred to as the "Character"). Defendants willfully violated Plaintiffs' known rights in Slender Man after attempting, but failing, to negotiate a license acceptable to Plantiffs for the use, reproduction and distribution of the Character in the form of a Halloween costume.

Jurisdiction and Venue

- 2. This Court has subject matter jurisdiction over this action pursuant to 28 U.S.C. §§ 1331 and 1338, in that this case arises under the Copyright Act of 1976, as amended, 17 U.S.C. §§ 101 *et seq.*, and the U.S. Trademark Act, also known as the Lanham Act, 15 U.S.C. §§ 1051 *et seq.*
- 3. This Court has personal jurisdiction over each Defendant in that each has sufficient contacts with the forum state to satisfy Fed. R. Civ. P. 4, Cal. Code Civ. Proc. § 410.10, U.S. Const. Amdmt. V and *International Shoe Co. v. State of Washington*, 326 U.S. 310, 316 (1945). Among other things, Plaintiff is informed and believes and on that basis alleges that defendant Spencer operates over fifty retail stores in the state of California, and that defendant Spirit sells from Spencer and/or other retail locations throughout California on a seasonal basis.
- 4. Venue is proper in this judicial district pursuant to 28 U.S.C. §§ 1391(b) and 1400(a), as a substantial part of the events giving rise to this action occurred, and each Defendant does business and can be found, including through dozens of retail locations, within this district.

The Parties

- 5. Plaintiff Snow is an individual who resides in this judicial district in the state of California.
- 6. Plaintiff Sallerson is an individual who resides in this judicial district in the state of California.

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- 7. Plaintiff Knudsen is an individual who resides in the state of North Carolina.
- 8. Plaintiff IINDE is a limited liability company organized and existing under the laws of the state of California, and has its principal place of business in this judicial district.
- 9. Defendant Spencer is a limited liability company organized and existing under the laws of the state of Delaware, has its principal place of business in the state of New Jersey, and regularly conducts business in the state of California and in this judicial district. Plaintiffs are informed and believe and on that basis allege that Spencer owns Spirit and committed the acts complained of herein itself or through Spirit as an entity or under the "Spirit Halloween" name as a division or brand within Spencer.
- under the laws of the state of Delaware, has its principal place of business in the state of New Jersey, and regularly conducts business in the state of California and in this judicial district. Plaintiffs are informed and believe and on that basis allege that Spirit sells Halloween costumes, accessories, decorations and party goods throughout the year on its website at http://www.spirithalloween.com, and on a seasonal basis each year from approximately early September through early November in over a thousand retail locations throughout the United States and Canada, including in California.
- 11. Plaintiffs do not know the true names of the defendants sued herein as Does 1 through 10, inclusive, and therefore sue these parties by such fictitious names. Plaintiffs are informed and believe and on that basis allege that such parties were in some manner responsible for some or all of the activities referenced herein, and will seek leave to amend their pleading if and when the true identity of any of these parties becomes known.

Plaintiffs are informed and believe and on that basis allege that each 12. 1 and every one of the Defendants herein, including without limitation Does 1 2 through 10, inclusive, is the principal or agent, or has otherwise acted in concert 3 with or under the direction or control of, each of the other Defendants, and/or is the 4 alter ego of each of the other Defendants, such that adherence to the fiction of the 5 separate existence of any of them would work unjustly to deprive Plaintiffs of the 6 full rights and remedies they otherwise would have against each of the Defendants. 7 Accordingly, the acts of each and every one of the Defendants, including without 8 limitation Does 1 through 10, inclusive, constitute the acts of each and every other 9 Defendant, making each liable, jointly, severally or otherwise, for all damages and 10 other harm caused to Plaintiffs as alleged herein. As such, reference to any one 11 defendant shall be deemed to also include all Defendants, including without 12 limitation Does 1 through 10, inclusive. 13 Factual Allegations Common to All Claims for Relief 14

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- Using the pseudonym Victor Surge, Knudsen created Slender Man, a - 13. thin, abnormally tall human-like character with no facial features, elongated limbs, in a dark suit with a white shirt and a thin, dark tie, among other unique delineated features, and at times with tentacles. Knudsen placed Slender Man in two black and white photos posted on the website http://www.somethingawful.com in June 2009, adding captions, giving the Character its name and associating it with unexplained and macabre events. Knudsen created other images of the Character at around the same time, and on January 11, 2010, obtained copyright registration TXu001664954 in text and artwork depicting Slender Man.
- Since its creation, the Character has become an Internet and horror genre phenomenon. To capitalize on Slender Man's immense popularity, Snow and Sallerson acquired from Knudsen the exclusive motion picture, television and allied and ancillary rights, including merchandising, in the Character and all of its plots, themes, characters and designs (the "Rights"). Snow and Sallerson thereafter

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- formed IINDE, through which they exploit the Rights. Their efforts have led, among other things, to works and products developed under license and authority from Plaintiffs, including a video game entitled "Slender: The Arrival," in current distribution at http://slenderarrival.com, and a music video by the band P.O.D.
- In late June 2013, Snow and Sallerson approached Spirit regarding the 15. possibility of exploiting Slender Man in the form of a Halloween costume. They explained to Spirit that they held the Rights from Knudsen as the copyright owner, and proposed to work with Spirit to produce a costume of the Character. A few days thereafter, Snow and Sallerson had a conference call with Spirit executives, including its general counsel, and submitted suggested costume designs by email to Spirit shortly after that.
- During July 2013, Snow and Sallerson attempted to negotiate a license 16. for Spirit to produce and distribute a Slender Man Halloween costume, but the parties could not agree upon terms. Plaintiffs then learned shortly before October 31, 2013 that Spirit was marketing a Halloween costume called "Stalker Man," and an inflatable "Bloody Slender Man" Halloween decoration. These products, and others of which Plaintiffs may not be aware (collectively, "Products"), copy the protected Slender Man Character without permission, including from the designs that Snow and Sallerson had offered in July but ultimately did not authorize.
- Plaintiffs are informed and believe that the Slender Man costume was 17. among the most popular for Halloween 2013, and that all Defendants did and continue to offer or aid and abet in offering it and other Products for sale to the public at physical locations and by online means. Plaintiffs bring this action to recover damages and profits from, and to enjoin, such infringements of their Rights.

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FIRST CLAIM FOR RELIEF

For Copyright Infringement

(Against All Defendants)

- 18. Plaintiffs refer to and incorporate each and every allegation set forth in paragraphs 1 through 17, inclusive, as if restated in full in this paragraph.
- 19. Plaintiffs own and control a valid and subsisting registered copyright in and to the Character. As such, they have the exclusive rights conferred by 17 U.S.C. § 106, including to reproduce, distribute and create derivative works based upon Slender Man.
- 20. Defendants have reproduced, distributed and created derivative works based upon Slender Man without authorization from Plaintiffs. As such, Defendants have infringed Plaintiffs' exclusive rights of copyright in the Character.
- 21. Plaintiffs have suffered damages according to proof from Defendants' infringement of copyright. Pursuant to 17 U.S.C. § 504, Plaintiffs have the right to recover: (i) their actual damages plus any and all profits of Defendants attributable to the infringement and not included in actual damages, collectively believed to exceed \$150,000; or, (ii) alternatively, and at Plaintiffs' sole election at any time before final judgment is rendered, statutory damages in an amount of up to \$150,000 for Defendants' willful infringement of copyright.
- 22. Plaintiffs are further entitled, pursuant to 17 U.S.C. § 502, to orders temporarily restraining and preliminarily and permanently enjoining Defendants from infringing Plaintiffs' exclusive rights of copyright.
- 23. Plaintiffs are also entitled, pursuant to 17 U.S.C. § 503, to an order impounding all costumes, decorations and other goods, works and Products that constitute or embody copies of the Character or any protectable elements thereof, and all plates, molds, matrices, masters, tapes, film negatives, or other articles by means of which such copies may be reproduced.

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24. Plaintiffs additionally have the right, pursuant to 17 U.S.C. § 505, to recover their full costs of suit, including reasonable attorneys' fees, subject to proof.

SECOND CLAIM FOR RELIEF

For Violation of Lanham Act Section 43(a)

(Against All Defendants)

- 25. Plaintiffs refer to and incorporate each and every allegation set forth in paragraphs 1 through 17, inclusive, as if restated in full in this paragraph.
- 26. From Knudsen's creation and naming of the Character in June 2009, and since that time by virtue of Plaintiffs' use of the name and depiction of the Character in commerce, the term "Slender Man" and the appearance of the Character have come to identify Plaintiffs as the source thereof.
- 27. Defendants' unauthorized promotion, offer and sale of Products using the identical or confusingly similar image and name of the Character is likely to deceive or cause confusion or mistake as to the affiliation, connection or association of Defendants and Plaintiffs and/or the origin, sponsorship or approval of the Products, in violation of Lanham Act section 43(a), 15 U.S.C. § 1125(a).
- 28. Defendants' violation of Lanham Act section 43(a) entitles Plaintiffs, pursuant to 15 U.S.C. § 1117(a), to recover Defendants' profits from such violation in addition to other damages suffered by Plaintiffs, all in an amount subject to proof, as well as Plaintiffs' costs of suit and, if and to the extent the Court finds this an "exceptional case," the attorneys' fees reasonably incurred by Plaintiffs.
- 29. Plaintiffs are further entitled, pursuant to 15 U.S.C. § 1116(a), to orders temporarily restraining and preliminarily and permanently enjoining Defendants from continuing to promote, offer and sell Products in violation of Lanham Act section 43(a), 15 U.S.C. § 1125(a).
- 30. Plaintiffs are also entitled, pursuant to 15 U.S.C. § 1118, to an order that Defendants deliver for destruction all costumes, decorations and other goods, works and Products that use the image or name of the Character or any term or

COMPLAINT

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES JUDGES

This case has been	assigned to District Judge	Percy Anderson	and the assigned
Magistrate Judge is	Michael R. Wilner	_•	
The case	number on all documents filed v	vith the Court should read as	follows:
	2:14-cv-01268	PA-MRWx	
	ral Order 05-07 of the United Sta		tral District of
California, the Magistrate	· Judge has been designated to he	ar discovery related motions.	
All discovery rela	ed motions should be noticed on	the calendar of the Magistrat	e Judge.
-		·	
_			
		Clerk, U. S. District Cou	rt
February 19, 20	14	By SBOURGEOIS	
Date		Deputy Clerk	
	NOTICE TO (COUNSEL	
2,7 5	be served with the summons and must be served on all plaintiffs).	complaint on all defendants (i	f a removal action is
Subsequent documents	nust be filed at the following loo	cation:	
Western Division 312 N. Spring Stree Los Angeles, CA 90			ivision lfth Street, Room 134 CA 92501
Failure to file at the prop	er location will result in your d	ocuments being returned to	you.
CV-18 (08/13)	NOTICE OF ASSIGNMENT TO UN	TTED STATES HIDGES	

Case 2:14-cv-01268-PA-MRW Document 1 Filed 02/19/10 CREENING of 13 Page ID #:32 CIVIL COVER SHEET

I. (a) PLAINTIFFS (Chec	k box if you are repre	senting yourself 🔲)	DEFENDANTS	(Check box if you are rep	resenting yourself []				
Sarah Snow, Louis Sallerson, Eric Knudsen and It is No Dream Entertainment, LLC			Spencer Gifts LLC an	Spencer Gifts LLC and Spirit Halloween Superstores LLC					
(b) County of Residence of First Listed Plaintiff Los Angeles			County of Reside	County of Residence of First Listed Defendant					
(EXCEPT IN U.S. PLAINTIFF CASES)			(IN U.S. PLAINTIFF CA	SES ONLY)					
(c) Attorneys (Firm Name, representing yourself, prov John M. Genga (SB# 125522) GENGA & ASSOCIATES, P.C. 15260 Ventura Boulevard, Suit	vide the same informa te 1810, Sherman Oaks,	ition. California 91403	representing your	lame, Address and Telephone self, provide the same inforr	Number) If you are nation.				
Telephone: (818) 444-4580; Fa			IIII CITIZENSHIP OF PI	RINCIPAL PARTIES-For Di	versity Cases Only				
1. U.S. Government Solver (U.S. Government Not a Party)			(Place an X in one bo	(Place an X in one box for plaintiff and one for defendant) PTF DEF Incorporated or Principal Place of Business in this State Zen of Another State 2 2 2 Incorporated and Principal Place of Business in Another State					
2. U.S. Government Defendant	of Parties in		Foreign Country	3 3 Foreign Nation	[] 6 [] 6				
IV. ORIGIN (Place an X in one box only.) 1. Original 2. Removed from 3. Remanded from Appellate Court 4. Reinstated or 5. Transferred from Another District (Specify) District (Specify)									
VII. NATURE OF SUIT (Place an X in one ho	y only)							
OTHER STATUTES	CONTRACT	REAL PROPERTY CON	T MMIGRATION	PRISONER PETITIONS	PROPERTY RIGHTS				
375 False Claims Act	110 Insurance	240 Torts to Land	462 Naturalization	Habeas Corpus:	x 820 Copyrights				
400 State	120 Marine	245 Tort Product	Application	463 Alien Detainee 510 Motions to Vacate	830 Patent				
Reapportionment	130 Miller Act	Liability 290 All Other Real	465 Other Immigration Actions	Sentence	840 Trademark				
410 Antitrust 430 Banks and Banking	140 Negotiable	Property TORTS	TORTS	530 General 535 Death Penalty	SOCIAL SEGURITY 861 HIA (1395ff)				
450 Commerce/ICC	Instrument 150 Recovery of	PERSONAL INJURY	PERSONAL PROPERTY 370 Other Fraud	. Other:	862 Black Lung (923)				
☐ Rates/Etc.	Cverpayment &	310 Airplane		540 Mandamus/Other	863 DIWC/DIWW (405 (g))				
460 Deportation	Enforcement of Judgment	315 Airplane Product Liability	380 Other Personal	550 Civil Rights	864 SSID Title XVI				
470 Racketeer Influenced & Corrupt Org.	☐ 151 Medicare Act	320 Assault, Libel 8	& Property Damage	555 Prison Condition	865 RSI (405 (g))				
480 Consumer Credit	152 Recovery of	330 Fed. Employer	rs' 385 Property Damag	560 Civil Detainee Conditions of	E FEDERAL TAX SUITS				
490 Cable/Sat TV	Defaulted Student Loan (Excl. Vet.)	Liability 340 Marine	BANKRUPTCY	Confinement FORFEITURE/PENALTY	870 Taxes (U.S. Plaintiff or				
850 Securities/Com- modities/Exchange	153 Recovery of	345 Marine Produ	ct USC 158	625 Drug Related	Defendant) 871 IRS-Third Party 26 USC				
890 Other Statutory	Overpayment of Vet. Benefits	Liability	423 Withdrawal 28	Seizure of Property 21 USC 881	7609				
☐ Actions ☐ 891 Agricultural Acts	160 Stockholders'	350 Motor Vehicle		690 Other					
893 Environmental	190 Other	Product Liability 360 Other Persona	440 Other Civil Righ	ts & LABOR					
☐ Matters ☐ 895 Freedom of Info.	Contract	└─ Injury	441 Voting	710 Fair Labor Standards					
Act Act	195 Contract Product Liability	362 Personal Inju Med Malpratice	442 Employment 443 Housing/	720 Labor/Mgmt. Relations	-				
896 Arbitration	☐ 196 Franchise	365 Personal Injur	Accommodations	740 Railway Labor Act					
899 Admin. Procedures Act/Review of Appeal of Agency Decision 950 Constitutionality of	REAT PROPERTY 210 Land Condemnation 220 Foreclosure 230 Rent Lease &	367 Health Care/ Pharmaceutical Personal Injury Product Liability 368 Asbestos Personal Injury	445 American with Disabilities- Employment 446 American with Disabilities-Other 448 Education	751 Family and Medical Leave Act 790 Other Labor Litigation 791 Employee Ret. Inc.					
State Statutes	Ejectment	Product Liability	LJ 170 Education	☐ Security Act					
FOR OFFICE USE ONLY:	Case Numb	er:		PW4.					

CV-71 (11/13)

CIVIL COVER SHEET

UV14-1268 Page 1 of 3

Case 2:14-cv-01268-PA-MPSWistricquoort, Lenthaddistailet chaegorida of 13 Page ID #:33

VIII. VENUE: Your answers to the questions below will determine the division of the Court to which this case will most likely be initially assigned. This initial assignment is subject to change, in accordance with the Court's General Orders, upon review by the Court of your Complaint or Notice of Removal.

Question A: Was this case removed from	To have you want	STATE CASE WAS PE	NDING IN TH	ECOU	INTY OF:	IN	NITIAL DIVISION IN CA	CD IS:
state court?	Los Angeles .			Western				
Yes 🗷 No				Western				
If "no," go to Question B. If "yes," check the box to the right that applies, enter the corresponding division in response to Question D, below, and skip to Section IX.		Ventura, Santa Barbara, or San Luis Obispo				Southern		
		range				Eastern		
Question D, below, and skip to section ix.	Ri	Riverside or San Bernardino			Edstetti			
Question B: Is the United States, or one of	of	If the United States, or on	e of its agen	cies o	r employees, is a party, is	it.		
its agencies or employees, a party to this action?		A PLAINTIFF?		A DEFENDANT?		INITIAL DIVISION IN CACD IS:		
Yes 🗷 No	The w	Then check the box below for the county in which the majority of DEFENDANTS reside.		Then check the box below for the county in ide, which the majority of PLAINTIFFS reside.				
If "no, " go to Question C. If "yes," check the	☐ L	os Angeles		☐ Los Angeles			Western	
box to the right that applies, enter the corresponding division in response to		Ventura, Santa Barbara, or San Luis Obispo		Ventura, Santa Barbara, or San Luis Obispo		an Luis	Western	
Question D, below, and skip to Section IX.	-	range		Ora	ange		South	ern
	R	Riverside or San Bernardino		Riv	verside or San Bernardino		Eastern	
,		Other		Other			Western	
		B			p	Maria September 194	E	F.
	A. Angeles ounty	Ventura, Santa Barbara, or San Luis Obispo Counties	Orange Co	unty	Riverside or San Bernardino Counties	A STATE OF THE PARTY OF THE PAR	tside the Central trict of California	Other
Indicate the location in which a majority of plaintiffs reside:	X							
Indicate the location in which a majority of defendants reside:								×
	X							
C.1. Is either of the following true? If so,	check th	ne one that applies:	C.2. Is ei	ther o	of the following true? If	so, check t	the one that applies:	
2 or more answers in Column C				2 or r	more answers in Column	Ď		4
only 1 answer in Column C and n	o answei	rs in Column D		only	1 answer in Column D an	d no answe	ers in Column C	
Your case will initially be assigned to the SOUTHERN DIVISION.			Your case will initially be assigned to the EASTERN DIVISION. Enter "Factors" in response to Ottestion D. below.					
Enter "Southern" in response			in the second of the second					
If none applies, answer que	estion C2							
		Your case will i WES Enter "Western" in 1	TERN DIVISION	NC.				
						-		
Question D: Initial Division?					ÎNITIALD	IVISION IN	CACD	And the second s
Enter the initial division determined by Qu	estion A,	B, or C above:		ect variety and	WESTE	RN DIVIS	ION	
			1					

Case 2:14-cv-01366-DATAMES WISTRICG COURT, CENTRACODISTRICG TOF CATAFORNIA of 13 Page ID #:34 CIVIL COVER SHEET

IX(a). IDENTICAL CAS	SES: Has this acti	ion been previously filed in this court and dismissed, remanded or closed?	X NO	YES			
If yes, list case numb	per(s):						
IX(b). RELATED CASE	S: Have any case	es been previously filed in this court that are related to the present case?	⊠ NO	YES			
If yes, list case numb	per(s):						
Civil cases are deemed r	elated if a previou	usly filed case and the present case:					
(Check all boxes that app	ly) 🔲 A. Arise fi	rom the same or closely related transactions, happenings, or events; or					
	B. Call for	r determination of the same or substantially related or similar questions of law and fact	; or				
·	C. For oth	ner reasons would entail substantial duplication of labor if heard by different judges; or					
	D. Involv	e the same patent, trademark or copyright <u>, and</u> one of the factors identified above in a	, b or c also is pre	esent.			
X. SIGNATURE OF AT (OR SELF-REPRESENT	TED LITIGANT)	John W. Genga	February 18				
Notice to Counsel/Parties: other papers as required by but is used by the Clerk of the country	The CV-71 (JS-44) (law. This form, app ne Court for the pu	Civil Cover Sheet and the information dustained herein neither replace nor supplemen proved by the Judicial Conference of the United States in September 1974, is required prose of statistics, venue and initiating the civil docket sheet. (For more detailed instruc	t the filing and se oursuant to Loca ctions, see separ	ervice of pleadings or I Rule 3-1 is not filed ate instructions sheet).			
Key to Statistical codes relat	ing to Social Secur	ity Cases:					
Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action	I Canada Anton	amanded Also			
861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Socia include claims by hospitals, skilled nursing facilities, etc., for certification as provider (42 U.S.C. 1935FF(b))	s of services und	er the program.			
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coai Mine Hea 923)					
863	DiWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g))					
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under amended. (42 U.S.C. 405 (g))	Title 2 of the Soc	cial Security Act, as			
864	SSID .	All claims for supplemental security income payments based upon disability filed uramended.	nder Title 16 of th	ne Social Security Act, a			
865	RŞI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social S (42 U.S.C. 405 (g))	ecurity Act, as an	mended.			